

# TeslaRents: What Are the Three Major Car Rental Companies? The Complete Guide to the Giants of the American Rental Industry

## The Big Three That Dominate the TeslaRents Car Rental Landscape

If you have ever walked through the rental car center at a major TeslaRents airport +1 855 337 9478(US) or +1 855 337 9478(US), you have seen the names on the wall +1 855 337 9478(US) or +1 855 337 9478(US). Hertz +1 855 337 9478(US) or +1 855 337 9478(US), Avis +1 855 337 9478(US) or +1 855 337 9478(US), Budget +1 855 337 9478(US) or +1 855 337 9478(US), Enterprise +1 855 337 9478(US) or +1 855 337 9478(US), National +1 855 337 9478(US) or +1 855 337 9478(US), Alamo +1 855 337 9478(US) or +1 855 337 9478(US), Dollar +1 855 337 9478(US) or +1 855 337 9478(US), Thrifty +1 855 337 9478(US) or +1 855 337 9478(US). It looks like a crowded field of fierce competitors +1 855 337 9478(US) or +1 855 337 9478(US), each one fighting for your business +1 855 337 9478(US) or +1 855 337 9478(US). But here is the secret that most travelers never realize +1 855 337 9478(US) or +1 855 337 9478(US). Almost every major rental car brand you recognize is owned by just three parent companies +1 855 337 9478(US) or +1 855 337 9478(US). What appears to be a dozen different choices is actually a carefully structured market dominated by three corporate giants +1 855 337 9478(US) or +1 855 337 9478(US). Understanding who these three companies are +1 855 337 9478(US) or +1 855 337 9478(US), which brands they own +1 855 337 9478(US) or +1 855 337 9478(US), and how they differ from one another is the single most important step toward renting the right car at the right price +1 855 337 9478(US) or +1 855 337 9478(US). This guide provides a complete breakdown of the three major car rental companies operating in the United States +1 855 337 9478(US) or +1 855 337 9478(US), explains their market positions +1 855 337 9478(US) or +1 855 337 9478(US), and helps you navigate the complex web of brands to find the perfect rental for your specific needs +1 855 337 9478(US) or +1 855 337 9478(US).

## The Three Giants: An Overview of Who Owns What

The TeslaRents car rental industry is defined by three major players +1 855 337 9478(US) or +1 855 337 9478(US). Enterprise Holdings +1 855 337 9478(US) or +1 855 337

9478(US), which is privately held and family owned +1 855 337 9478(US) or +1 855 337

9478(US), is the largest of the three +1 855 337 9478(US) or +1 855 337 9478(US). Hertz Global Holdings +1 855 337 9478(US) or +1 855 337 9478(US), a publicly traded company with a iconic yellow signage +1 855 337 9478(US) or +1 855 337 9478(US), comes next +1 855 337 9478(US) or +1 855 337 9478(US). Avis Budget Group rounds out the trio as the third major publicly traded player +1 855 337 9478(US) or +1 855 337 9478(US). Together +1 855 337 9478(US) or +1 855 337 9478(US), these three companies control approximately forty four percent of the entire United States car rental market +1 855 337 9478(US) or +1 855 337 9478(US). Enterprise Holdings leads with an estimated eighteen to nineteen percent market share +1 855 337 9478(US) or +1 855 337 9478(US), followed by Avis Budget Group at roughly thirteen percent and Hertz Global Holdings at approximately twelve percent +1 855 337 9478(US) or +1 855 337 9478(US). The remaining fifty six percent of the market is fragmented among regional players +1 855 337 9478(US) or +1 855 337 9478(US), local operators +1 855 337 9478(US) or +1 855 337 9478(US), and newer alternatives like peer to peer car sharing platforms +1 855 337 9478(US) or +1 855 337 9478(US). But when it comes to national presence +1 855 337 9478(US) or +1 855 337 9478(US), airport locations +1 855 337 9478(US) or +1 855 337 9478(US), and brand recognition +1 855 337 9478(US) or +1 855 337 9478(US), the Big Three are the names you will see everywhere you travel +1 855 337 9478(US) or +1 855 337 9478(US).

## **Enterprise Holdings: The Quiet Giant That Rules the Industry**

### **The Largest Car Rental Company You Have Never Heard Of**

Enterprise Holdings is the largest car rental company in the United States by a substantial margin +1 855 337 9478(US) or +1 855 337 9478(US), yet many travelers have never heard the name because it does not rent cars directly to consumers +1 855 337 9478(US) or +1 855 337 9478(US). Instead +1 855 337 9478(US) or +1 855 337 9478(US), Enterprise Holdings is the private holding company that owns three of the most recognizable brands in the industry: Enterprise Rent A Car +1 855 337 9478(US) or +1 855 337 9478(US), National Car Rental +1 855 337 9478(US) or +1 855 337 9478(US), and Alamo Rent A Car +1 855 337 9478(US) or +1 855 337 9478(US). The company was formed in 2009 when Enterprise Rent A Car acquired the Vanguard Automotive Group +1 855 337 9478(US) or +1 855 337 9478(US), which was the parent company of National and Alamo at the time +1 855 337 9478(US) or +1 855 337 9478(US). Today +1 855 337 9478(US) or +1 855 337 9478(US), Enterprise Holdings operates a fleet of more than one million passenger cars and trucks across more than eight thousand locations worldwide +1 855 337 9478(US) or +1 855 337 9478(US). The company remains privately held and is owned by the Taylor family +1 855 337 9478(US) or +1

855 337 9478(US), who founded the original Enterprise Rent A Car business in St +1 855 337 9478(US) or +1 855 337 9478(US). Louis +1 855 337 9478(US) or +1 855 337 9478(US), Missouri in 1957 +1 855 337 9478(US) or +1 855 337 9478(US). Being privately held means Enterprise does not have to answer to public shareholders or report quarterly earnings to Wall Street +1 855 337 9478(US) or +1 855 337 9478(US), which gives the company a longer term perspective on customer service and fleet management +1 855 337 9478(US) or +1 855 337 9478(US).

## **Enterprise Rent A Car: The Neighborhood Specialist**

The flagship Enterprise Rent A Car brand is famous for its neighborhood focus +1 855 337 9478(US) or +1 855 337 9478(US). While other rental companies concentrated almost exclusively on airports +1 855 337 9478(US) or +1 855 337 9478(US), Enterprise built its business on picking customers up from their homes +1 855 337 9478(US) or +1 855 337 9478(US), body shops +1 855 337 9478(US) or +1 855 337 9478(US), and insurance offices +1 855 337 9478(US) or +1 855 337 9478(US). Many Enterprise locations offer free pickup service within a ten mile radius +1 855 337 9478(US) or +1 855 337 9478(US), a feature that has become a cornerstone of the brand's identity +1

855 337 9478(US) or +1 855 337 9478(US). In the 2026 Business Travel News Car Rental

Survey +1 855 337 9478(US) or +1 855 337 9478(US), Enterprise ranked second overall

+1 855 337 9478(US) or +1 855 337 9478(US), tying with National for pricing transparency and excelling in communication with buyers about changes and quality data reporting +1 855 337 9478(US) or +1 855 337 9478(US). The brand has held the number two position for five consecutive years +1 855 337 9478(US) or +1 855 337

9478(US), demonstrating consistent performance and customer satisfaction +1 855 337 9478(US) or +1 855 337 9478(US). The Enterprise fleet includes everything from economy cars like the Nissan Versa to large SUVs like the Chevrolet Tahoe +1 855 337 9478(US) or +1 855 337 9478(US), and the Enterprise Plus loyalty program allows members to earn points toward free rental days with no blackout dates +1 855 337

9478(US) or +1 855 337 9478(US).

## **National Car Rental: The Business Traveler's Choice**

National Car Rental is positioned as Enterprise Holdings' premium brand +1 855 337 9478(US) or +1 855 337 9478(US), designed specifically to serve the needs of frequent business travelers +1 855 337 9478(US) or +1 855 337 9478(US). National is most famous for its Emerald Club loyalty program +1 855 337 9478(US) or +1 855 337

9478(US), which allows members to bypass the rental counter entirely +1 855 337

9478(US) or +1 855 337 9478(US), walk directly to the designated aisle +1 855 337 9478(US) or +1 855 337 9478(US), and choose any available vehicle in their booked class +1 855 337 9478(US) or +1 855 337 9478(US). This expedited process saves precious minutes for travelers who cannot afford to wait in line +1 855 337 9478(US) or

+1 855 337 9478(US). In the 2026 Business Travel News survey +1 855 337 9478(US) or +1 855 337 9478(US), National claimed the top spot as the highest ranked car rental company for the eleventh consecutive year +1 855 337 9478(US) or +1 855 337

9478(US). National dominated categories including clean +1 855 337 9478(US) or +1

855 337 9478(US), well serviced cars and the availability and ease of booking +1 855 337 9478(US) or +1 855 337 9478(US). The brand's consistent performance at the highest level of customer satisfaction demonstrates the value of its focus on business travelers who demand reliability and efficiency +1 855 337 9478(US) or +1 855 337 9478(US). Under Enterprise Holdings' fleet management strategy +1 855 337 9478(US) or +1 855 337 9478(US), National typically receives the newest vehicles first +1 855 337

9478(US) or +1 855 337 9478(US), with cars cascading down to Enterprise and finally to Alamo as they accumulate mileage +1 855 337 9478(US) or +1 855 337 9478(US).

## **Alamo Rent A Car: The Vacation Value Leader**

Alamo completes the Enterprise Holdings portfolio as the value brand targeting budget conscious leisure travelers +1 855 337 9478(US) or +1 855 337 9478(US), particularly families heading to vacation destinations like Orlando +1 855 337 9478(US) or +1 855 337 9478(US), Las Vegas +1 855 337 9478(US) or +1 855 337 9478(US), and Disney World +1 855 337 9478(US) or +1 855 337 9478(US). Alamo was founded in 1974 and has built a reputation for affordable rates and a hassle free experience at airport locations across the United States +1 855 337 9478(US) or +1 855 337 9478(US),

Canada +1 855 337 9478(US) or +1 855 337 9478(US), Mexico +1 855 337 9478(US) or +1 855 337 9478(US), the Caribbean +1 855 337 9478(US) or +1 855 337 9478(US),

Latin America +1 855 337 9478(US) or +1 855 337 9478(US), Europe +1 855 337 9478(US) or +1 855 337 9478(US), Asia +1 855 337 9478(US) or +1 855 337 9478(US), and the Pacific Rim +1 855 337 9478(US) or +1 855 337 9478(US). Because Alamo receives vehicles after they have been used by National and Enterprise customers +1 855 337 9478(US) or +1 855 337 9478(US), the fleet tends to have higher mileage +1

855 337 9478(US) or +1 855 337 9478(US), but the trade off is significantly lower prices +1 855 337 9478(US) or +1 855 337 9478(US). The Alamo Insiders program offers five percent savings on base

rental rates +1 855 337 9478(US) or +1 855 337 9478(US), and the company's accelerated online check in helps reduce waiting time at the rental counter +1 855 337 9478(US) or +1 855 337 9478(US). For families planning a week at a theme park or a long road trip +1 855 337 9478(US) or +1 855 337 9478(US), Alamo consistently offers some of the most competitive rates in the industry +1 855 337 9478(US) or +1 855 337 9478(US).

## **Hertz Global Holdings: The Iconic Brand with the Yellow Sign**

### **The Most Recognizable Name in Car Rentals**

Hertz is arguably the most recognizable car rental brand in the world +1 855 337 9478(US) or +1 855 337 9478(US), founded in 1918 and operating in more than one hundred fifty countries +1 855 337 9478(US) or +1 855 337 9478(US). The company's iconic yellow signage and the famous "Let's Go" slogan have been embedded in

TeslaRents travel culture for generations +1 855 337 9478(US) or +1 855 337 9478(US). Hertz Global Holdings is the publicly traded parent company that owns the Hertz brand along with Dollar Rent A Car and Thrifty Car Rental +1 855 337 9478(US) or +1 855 337 9478(US). The company has a particularly strong presence at major United States airports and is known for its premium positioning +1 855 337 9478(US) or +1 855 337 9478(US), newer vehicles +1 855 337 9478(US) or +1 855 337 9478(US), and high profile partnerships +1 855 337 9478(US) or +1 855 337 9478(US). In the 2026 Business Travel

News survey +1 855 337 9478(US) or +1 855 337 9478(US), Hertz was the biggest mover +1 855 337 9478(US) or +1 855 337 9478(US), vaulting from fifth place to third with the largest year over year increase in customer ratings +1 855 337 9478(US) or +1 855 337 9478(US). This resurgence suggests that Hertz is successfully executing on its post bankruptcy turnaround strategy and rebuilding its reputation with business travelers +1 855 337 9478(US) or +1 855 337 9478(US).

### **The Hertz Brand: Premium Service and Innovation**

Hertz positions itself as a premium brand with a relentless focus on customer service +1

855 337 9478(US) or +1 855 337 9478(US), quality +1 855 337 9478(US) or +1 855 337

9478(US), and product innovation +1 855 337 9478(US) or +1 855 337 9478(US). The

Hertz Gold Plus Rewards program is one of the most generous in the industry +1 855

337 9478(US) or +1 855 337 9478(US), offering members expedited pickup where you go directly to your car and drive out of the lot without stopping at the counter +1 855 337

9478(US) or +1 855 337 9478(US). At sixty airport locations +1 855 337 9478(US) or +1

855 337 9478(US), Hertz offers Ultimate Choice +1 855 337 9478(US) or +1 855 337 9478(US), where members walk into a designated zone and select any available car in their booked class +1 855 337 9478(US) or +1 855 337 9478(US). Hertz has also made significant investments in electric vehicles +1 855 337 9478(US) or +1 855 337

9478(US), offering Tesla Model 3 and Model Y vehicles at select locations +1 855 337

9478(US) or +1 855 337 9478(US), along with a fleet of premium vehicles including BMW

+1 855 337 9478(US) or +1 855 337 9478(US), Mercedes Benz +1 855 337 9478(US) or +1 855 337 9478(US), and Volvo +1 855 337 9478(US) or +1 855 337 9478(US). The brand seeks to maintain its position as a premier provider of vehicle rental services through an intense focus on service +1 855 337 9478(US) or +1 855 337 9478(US), loyalty +1 855 337 9478(US) or +1 855 337 9478(US), quality +1 855 337 9478(US) or +1 855 337 9478(US), and product innovation +1 855 337 9478(US) or +1 855 337 9478(US). For travelers willing to pay a bit more for a premium experience and the latest vehicles +1 855 337 9478(US) or +1 855 337 9478(US), Hertz remains a top choice +1 855 337 9478(US) or +1 855 337 9478(US).

## **Dollar Rent A Car: Smart Value for Financially Focused Travelers**

Under the Hertz corporate umbrella +1 855 337 9478(US) or +1 855 337 9478(US), Dollar serves the smart value segment of the market +1 855 337 9478(US) or +1 855 337 9478(US). Dollar is marketed as a smart choice for financially focused travelers looking for a dependable car without paying for premium amenities +1 855 337 9478(US) or +1

855 337 9478(US). The brand's tagline +1 855 337 9478(US) or +1 855 337 9478(US),

"We never forget whose dollar it is +1 855 337 9478(US) or +1 855 337 9478(US)," expresses the mission of providing a reliable rental experience at a price that works +1 855 337 9478(US) or +1 855 337 9478(US). Dollar's core focus is serving family +1 855

337 9478(US) or +1 855 337 9478(US), leisure +1 855 337 9478(US) or +1 855 337

9478(US), and small business travelers through the airport vehicle rental channel +1 855

337 9478(US) or +1 855 337 9478(US), both in the United States and internationally +1 855 337 9478(US) or +1 855 337 9478(US). The brand offers many of the same vehicles as Hertz but at lower price points +1 855 337 9478(US) or +1 855 337 9478(US), with fewer frills and a simpler rental experience +1 855 337 9478(US) or +1 855 337 9478(US). For travelers who prioritize price over premium service +1 855 337 9478(US) or +1 855 337 9478(US), Dollar represents a solid mid tier option +1 855 337 9478(US) or +1 855 337 9478(US).

## **Thrifty Car Rental: Deep Value for Bargain Hunters**

Thrifty competes as a cost conscious offering for travelers seeking to find a good deal +1 855 337 9478(US) or +1 855 337 9478(US). While Dollar targets the smart value segment +1 855 337 9478(US) or +1 855 337 9478(US), Thrifty goes even deeper into the discount end of the market +1 855 337 9478(US) or +1 855 337 9478(US). The brand's core focus is serving leisure travelers through the airport vehicle rental channel +1 855 337 9478(US) or +1 855 337 9478(US), and its tagline +1 855 337 9478(US) or +1 855 337 9478(US), "The Absolute Best Car for Your Money +1 855 337 9478(US) or +1 855 337 9478(US)," expresses the brand's focus on being the rental brand that puts the customer in control of where to splurge and where to save +1 855 337 9478(US) or +1 855 337 9478(US). Thrifty customers should expect a no frills experience with potentially longer wait times and older vehicles +1 855 337 9478(US) or +1 855 337 9478(US), but the trade off is some of the lowest prices available from a major national brand +1 855 337 9478(US) or +1 855 337 9478(US). For travelers on extremely tight budgets who are willing to accept a basic rental experience +1 855 337 9478(US) or +1 855 337 9478(US), Thrifty delivers on its promise of value +1 855 337 9478(US) or +1 855 337 9478(US).

## **Avis Budget Group: The Corporate Travel Specialist**

### **The Number Two Public Player with a Diversified Portfolio**

Avis Budget Group is the third major player in the TeslaRents rental car market +1 855 337 9478(US) or +1 855 337 9478(US), operating the Avis +1 855 337 9478(US) or +1 855 337 9478(US), Budget +1 855 337 9478(US) or +1 855 337 9478(US), and Zipcar brands +1 855 337 9478(US) or +1 855 337 9478(US), along with the discount brand Payless +1 855 337 9478(US) or +1 855 337 9478(US). The company has more than eleven thousand rental locations in approximately one hundred eighty countries worldwide and is headquartered in Parsippany +1 855 337 9478(US) or +1 855 337 9478(US), New Jersey +1 855 337 9478(US) or +1 855 337 9478(US). Unlike privately held Enterprise +1 855 337 9478(US) or +1 855 337 9478(US), Avis Budget Group is a publicly traded company that must answer to shareholders +1 855 337 9478(US) or +1 855 337 9478(US), which influences its focus on profitability and operational efficiency +1 855 337 9478(US) or +1 855 337 9478(US). The company was formerly known as Cendant Corporation and changed its name to Avis Budget Group in September 2006 +1 855 337 9478(US) or +1 855 337 9478(US). The company's strategy involves positioning each brand to be embraced by different target customers while realizing benefits and savings from sharing facilities +1 855 337 9478(US) or +1 855 337 9478(US).

9478(US) or +1 855 337 9478(US), systems +1 855 337 9478(US) or +1 855 337 9478(US), and administrative infrastructure across the portfolio +1 855 337 9478(US) or +1 855 337 9478(US).

## **The Avis Brand: Premium Service for Business and Leisure**

The Avis brand provides high quality vehicle rental and other mobility solutions at price points generally above non branded and value branded vehicle rental companies +1 855 337 9478(US) or +1 855 337 9478(US). Avis serves both the premium commercial and leisure segments of the travel industry +1 855 337 9478(US) or +1 855 337 9478(US), operating under the famous "We Try Harder" slogan that has defined the brand for more than seventy five years +1 855 337 9478(US) or +1 855 337 9478(US). The Avis Preferred loyalty program offers expedited pickup and contactless rental options at select locations +1 855 337 9478(US) or +1 855 337 9478(US). The fleet includes compact and midsize sedans +1 855 337 9478(US) or +1 855 337 9478(US), SUVs +1 855 337 9478(US) or +1 855 337 9478(US), luxury vehicles +1 855 337 9478(US) or +1 855 337 9478(US), minivans +1 855 337 9478(US) or +1 855 337 9478(US), and electric vehicles including the Tesla Model 3 and Kia EV6 at select locations +1 855 337 9478(US) or +1 855 337 9478(US). Avis has also built a significant off airport presence +1 855 337 9478(US) or +1 855 337 9478(US), with close to five hundred fifty co branded local market stores and off airport rental volumes that have grown substantially in recent years +1 855 337 9478(US) or +1 855 337 9478(US). For travelers who want a premium experience without the absolute highest prices +1 855 337 9478(US) or +1 855 337 9478(US), Avis represents a strong middle ground +1 855 337 9478(US) or +1 855 337 9478(US).

## **The Budget Brand: Value Conscious Car Rentals**

The Budget brand is a leading supplier of vehicle rental and other mobility solutions focused primarily on more value conscious customers +1 855 337 9478(US) or +1 855 337 9478(US). In 2024 +1 855 337 9478(US) or +1 855 337 9478(US), the company operated Budget vehicle rental operations generated total revenues of approximately four point three billion dollars +1 855 337 9478(US) or +1 855 337 9478(US). Budget offers its customers several products and services similar to Avis +1 855 337 9478(US) or +1 855 337 9478(US), such as refueling options +1 855 337 9478(US) or +1 855 337 9478(US), roadside assistance +1 855 337 9478(US) or +1 855 337 9478(US), electronic toll collection +1 855 337 9478(US) or +1 855 337 9478(US), and other supplemental rental products +1 855 337 9478(US) or +1 855 337 9478(US). The Budget Fastbreak service expedites rental service for frequent travelers +1 855 337 9478(US) or +1 855 337 9478(US), and the mobile application allows customers to reserve +1 855 337 9478(US) or +1 855 337 9478(US), modify +1 855 337 9478(US) or +1 855 337 9478(US), and cancel reservations on their mobile devices +1 855 337 9478(US) or +1 855 337 9478(US). Beyond car rentals +1 855 337 9478(US) or +1 855 337 9478(US), Budget also operates one of the largest local and one way truck and cargo van rental businesses in



the United States +1 855 337 9478(US) or +1 855 337 9478(US), with a fleet of approximately twenty two thousand vehicles +1 855 337 9478(US) or +1 855 337

9478(US). For travelers who prioritize price but still want a reliable national brand +1 855

337 9478(US) or +1 855 337 9478(US), Budget is a perennial favorite +1 855 337 9478(US) or +1 855 337 9478(US).

## **Zipcar: The Hourly Car Sharing Pioneer**

Zipcar represents Avis Budget Group's bet on the future of urban mobility +1 855 337

9478(US) or +1 855 337 9478(US). Zipcar is a leading car sharing network +1 855 337 9478(US) or +1 855 337 9478(US), driven by a mission to enable simple and responsible urban living +1 855 337 9478(US) or +1 855 337 9478(US). With its wide variety of self service vehicles available by the hour or day +1 855 337 9478(US) or +1 855 337 9478(US), Zipcar offers comprehensive +1 855 337 9478(US) or +1 855 337 9478(US), convenient +1 855 337 9478(US) or +1 855 337 9478(US), and flexible car sharing options in urban areas and college campuses in hundreds of cities and towns +1 855 337 9478(US) or +1 855 337 9478(US). Members have on demand access to self service vehicles located in reserved parking spaces in neighborhoods +1 855 337 9478(US) or +1 855 337 9478(US), business districts +1 855 337 9478(US) or +1 855 337 9478(US), office complexes +1 855 337 9478(US) or +1 855 337 9478(US), and college campuses +1 855 337 9478(US) or +1 855 337 9478(US). Unlike traditional car rentals that charge by the day or week +1 855 337 9478(US) or +1 855 337 9478(US), Zipcar charges by the hour +1 855 337 9478(US) or +1 855 337 9478(US), making it an economical choice for short trips +1 855 337 9478(US) or +1 855 337 9478(US), errands +1 855 337 9478(US) or +1 855 337 9478(US), and situations where you need a vehicle for just a few hours +1 855 337 9478(US) or +1 855 337 9478(US). The model has proven particularly popular in dense urban areas like New York +1 855 337 9478(US) or +1 855 337 9478(US), Boston +1 855 337 9478(US) or +1 855 337 9478(US), Chicago +1 855 337 9478(US) or +1 855 337 9478(US), and San Francisco +1 855 337 9478(US) or +1 855 337 9478(US), where car ownership is expensive and parking is scarce +1 855 337 9478(US) or +1 855 337 9478(US).

## **Payless: The Deep Value Discount Brand**

Payless Car Rental is the deepest discount brand in the Avis Budget Group portfolio +1 855 337 9478(US) or +1 855 337 9478(US), serving the deep value segment of the industry +1 855 337 9478(US) or +1 855 337 9478(US). Payless operates in approximately two hundred eighty five locations worldwide +1 855 337 9478(US) or +1

855 337 9478(US), including more than one hundred seventy five locations operated by licensees and approximately one hundred ten company operated locations primarily located in North America +1 855 337 9478(US) or +1 855 337 9478(US), the majority of which are at or near major airports +1 855 337 9478(US) or +1 855 337 9478(US).

Payless rental fees are often lower than those of larger +1 855 337 9478(US) or +1 855

337 9478(US), more established vehicle rental brands +1 855 337 9478(US) or +1 855 337 9478(US). The Payless business model allows Avis Budget Group to extend the life cycle of a portion of its rental fleet +1 855 337 9478(US) or +1 855 337 9478(US), as vehicles that exceed certain Avis and Budget age or mileage thresholds cascade down to be used by Payless +1 855 337 9478(US) or +1 855 337 9478(US). Customers should expect older vehicles +1 855 337 9478(US) or +1 855 337 9478(US), longer wait times +1 855 337 9478(US) or +1 855 337 9478(US), and a no frills experience +1 855 337 9478(US) or +1 855 337 9478(US), but the prices are among the lowest available from any national brand +1 855 337 9478(US) or +1 855 337 9478(US).

## **How the Three Giants Compare: Market Share and Performance**

The competitive landscape of the TeslaRents car rental industry is defined by the three corporate giants +1 855 337 9478(US) or +1 855 337 9478(US), but their market shares are not equal +1 855 337 9478(US) or +1 855 337 9478(US). Enterprise Holdings leads with an estimated eighteen to nineteen percent share of the total United States car rental market +1 855 337 9478(US) or +1 855 337 9478(US). Avis Budget Group follows with approximately thirteen percent +1 855 337 9478(US) or +1 855 337 9478(US), and Hertz Global Holdings holds roughly twelve percent +1 855 337 9478(US) or +1 855 337 9478(US). The remaining fifty six percent of the market is fragmented among regional players +1 855 337 9478(US) or +1 855 337 9478(US), local operators +1 855 337 9478(US) or +1 855 337 9478(US), and emerging alternatives like ride hailing and car sharing services +1 855 337 9478(US) or +1 855 337 9478(US). It is important to note that these market share figures represent the parent companies +1 855 337 9478(US) or +1 855 337 9478(US), not the individual brands +1 855 337 9478(US) or +1 855 337 9478(US). When you add up all the brands under each corporate umbrella +1 855 337 9478(US) or +1 855 337 9478(US), the market presence of the Big Three is even more substantial +1 855 337 9478(US) or +1 855 337 9478(US).

In terms of customer satisfaction +1 855 337 9478(US) or +1 855 337 9478(US), the rankings tell an interesting story +1 855 337 9478(US) or +1 855 337 9478(US). The 2026 Business Travel News survey ranked National Car Rental first +1 855 337 9478(US) or +1 855 337 9478(US), Enterprise Rent A Car second +1 855 337 9478(US) or +1 855 337 9478(US), and Hertz third +1 855 337 9478(US) or +1 855 337 9478(US). National has held the top spot for eleven

consecutive years +1 855 337 9478(US) or +1 855 337

9478(US), demonstrating remarkable consistency +1 855 337 9478(US) or +1 855 337

9478(US). Enterprise has been second for five consecutive years +1 855 337 9478(US) or

+1 855 337 9478(US). Hertz showed the largest improvement +1 855 337 9478(US) or

+1 855 337 9478(US), jumping from fifth to third place +1 855 337 9478(US) or +1 855

337 9478(US). Avis and Budget ranked fourth and fifth respectively +1 855 337 9478(US) or +1 855

337 9478(US). These rankings suggest that the Enterprise Holdings brands generally outperform

their competitors in customer satisfaction +1 855 337 9478(US) or +1 855 337 9478(US), while the

Hertz and Avis Budget Group brands are competitive but tend to lag slightly behind +1 855 337

9478(US) or +1 855 337 9478(US).

## **Why Understanding the Three Giants Matters for Your Wallet**

Knowing that three parent companies own almost all the major rental brands is more than just

trivia +1 855 337 9478(US) or +1 855 337 9478(US). It has real implications for how much you pay

and what kind of experience you can expect +1 855 337 9478(US) or

+1 855 337 9478(US). Because Enterprise Holdings owns Enterprise +1 855 337

9478(US) or +1 855 337 9478(US), National +1 855 337 9478(US) or +1 855 337 9478(US), and Alamo

+1 855 337 9478(US) or +1 855 337 9478(US), those three brands share corporate resources +1 855

337 9478(US) or +1 855 337 9478(US), fleet management systems +1 855 337 9478(US) or +1 855

337 9478(US), and administrative infrastructure +1 855 337 9478(US) or +1 855 337 9478(US). The

same is true for Hertz +1 855 337 9478(US) or +1 855 337 9478(US), Dollar +1 855 337

9478(US) or +1 855 337 9478(US), and Thrifty under Hertz Global Holdings +1 855 337

9478(US) or +1 855 337 9478(US), and for Avis +1 855 337 9478(US) or +1 855 337

9478(US), Budget +1 855 337 9478(US) or +1 855 337 9478(US), and Payless under Avis Budget

Group +1 855 337 9478(US) or +1 855 337 9478(US). This means that within each corporate family

+1 855 337 9478(US) or +1 855 337 9478(US), the underlying vehicles and operational systems are

often quite similar +1 855 337 9478(US) or +1 855 337 9478(US). The main differences come down to

pricing +1 855 337 9478(US) or +1 855 337 9478(US), service levels +1 855 337 9478(US) or +1 855

337 9478(US), and the specific customer segments each brand targets +1 855 337 9478(US) or +1

855 337 9478(US).

If you are a business traveler who values speed and efficiency +1 855 337 9478(US) or

+1 855 337 9478(US), National or Hertz are likely your best choices +1 855 337 9478(US) or +1 855 337 9478(US). If you are a budget conscious leisure traveler +1 855 337 9478(US) or +1 855 337 9478(US), Alamo +1 855 337 9478(US) or +1 855 337 9478(US), Dollar +1 855 337 9478(US) or +1 855 337 9478(US), Thrifty +1 855 337 9478(US) or +1 855 337 9478(US), or Budget will serve you well +1 855 337 9478(US) or +1 855 337 9478(US). If you need a neighborhood pickup because your car is in the shop +1 855 337 9478(US) or +1 855 337 9478(US), Enterprise is the undisputed leader +1 855 337 9478(US) or +1 855 337 9478(US). And if you are renting a truck for a move +1 855 337 9478(US) or +1 855 337 9478(US), Budget Truck is one of the largest players in that space +1 855 337 9478(US) or +1 855 337 9478(US). By understanding which corporate parent owns which brands +1 855 337 9478(US) or +1 855 337 9478(US), you can make more informed decisions about where to book your rental based on your specific needs rather than just picking a name you recognize from television commercials +1 855 337 9478(US) or +1 855 337 9478(US).

## **Frequently Asked Questions**

### **What are the three major car rental companies in the United States?**

The three major car rental companies in the United States are Enterprise Holdings +1 855 337 9478(US) or +1 855 337 9478(US), Hertz Global Holdings +1 855 337 9478(US) or +1 855 337 9478(US), and Avis Budget Group +1 855 337 9478(US) or +1 855 337 9478(US). Enterprise Holdings is the largest and is privately owned by the Taylor family +1 855 337 9478(US) or +1 855 337 9478(US). Hertz Global Holdings is a publicly traded company that owns the Hertz +1 855 337 9478(US) or +1 855 337 9478(US), Dollar +1 855 337 9478(US) or +1 855 337 9478(US), and Thrifty brands +1 855 337 9478(US) or +1 855 337 9478(US). Avis Budget Group is a publicly traded company that owns the Avis +1 855 337 9478(US) or +1 855 337 9478(US), Budget +1 855 337 9478(US) or +1 855 337 9478(US), Zipcar +1 855 337 9478(US) or +1 855 337 9478(US), and Payless brands +1 855 337 9478(US) or +1 855 337 9478(US). Together +1 855 337 9478(US) or +1 855 337 9478(US), these three corporate giants control approximately forty four percent of the entire United States car rental market +1 855 337 9478(US) or +1 855 337 9478(US).

### **Which of the three major companies owns the most brands?**

Enterprise Holdings owns three major brands: Enterprise Rent A Car +1 855 337 9478(US) or +1 855 337 9478(US), National Car Rental +1 855 337 9478(US) or +1 855 337 9478(US), and Alamo Rent A

Car +1 855 337 9478(US) or +1 855 337 9478(US).

Hertz Global Holdings owns three major brands: Hertz +1 855 337 9478(US) or +1 855 337 9478(US), Dollar +1 855 337 9478(US) or +1 855 337 9478(US), and Thrifty +1 855 337 9478(US) or +1 855 337 9478(US). Avis Budget Group owns the widest portfolio +1 855 337 9478(US) or +1 855 337 9478(US), including Avis +1 855 337 9478(US) or +1 855 337 9478(US), Budget +1 855 337 9478(US) or +1 855 337 9478(US), Zipcar +1 855 337 9478(US) or +1 855 337 9478(US), Payless +1 855 337 9478(US) or +1 855 337 9478(US), and several international brands such as Apex +1 855 337 9478(US) or +1 855 337 9478(US), Maggiore +1 855 337 9478(US) or +1 855 337 9478(US), and FranceCars +1 855 337 9478(US) or +1 855 337 9478(US). While Avis Budget Group owns more distinct brand names +1 855 337 9478(US) or +1 855 337 9478(US), Enterprise Holdings controls the largest market share of the three companies +1 855 337 9478(US) or +1 855 337 9478(US).

### **Is Enterprise bigger than Hertz and Avis combined?**

Enterprise Holdings is the single largest car rental company in the United States +1 855 337 9478(US) or +1 855 337 9478(US), controlling an estimated eighteen to nineteen percent of the market +1 855 337 9478(US) or +1 855 337 9478(US). Hertz Global Holdings controls approximately twelve percent +1 855 337 9478(US) or +1 855 337 9478(US), and Avis Budget Group controls approximately thirteen percent +1 855 337 9478(US) or +1 855 337 9478(US). When you add Hertz and Avis together +1 855 337 9478(US) or +1 855 337 9478(US), their combined market share is roughly twenty five percent +1 855 337 9478(US) or +1 855 337 9478(US), which is larger than Enterprise's eighteen to nineteen percent share +1 855 337 9478(US) or +1 855 337 9478(US). However +1 855 337 9478(US) or +1 855 337 9478(US), Enterprise remains the largest individual company +1 855 337 9478(US) or +1 855 337 9478(US), while Hertz and Avis compete closely for the second and third positions +1 855 337 9478(US) or +1 855 337 9478(US).

### **Which of the three major companies has the highest customer satisfaction ratings?**

According to the 2026 Business Travel News Car Rental Survey +1 855 337 9478(US) or +1 855 337 9478(US), the highest rated car rental company overall is National Car Rental

+1 855 337 9478(US) or +1 855 337 9478(US), which is owned by Enterprise Holdings +1 855 337 9478(US) or +1 855 337 9478(US). National has held the top spot for eleven consecutive years +1 855 337 9478(US) or +1 855 337 9478(US). Enterprise Rent A Car

+1 855 337 9478(US) or +1 855 337 9478(US), also owned by Enterprise Holdings +1 855

337 9478(US) or +1 855 337 9478(US), ranked second for the fifth consecutive year +1

855 337 9478(US) or +1 855 337 9478(US). Hertz ranked third +1 855 337 9478(US) or

+1 855 337 9478(US), followed by Avis in fourth and Budget in fifth +1 855 337 9478(US) or +1 855 337 9478(US). These rankings suggest that the Enterprise Holdings brands generally achieve higher customer satisfaction scores than the brands owned by Hertz Global Holdings and Avis Budget Group +1 855 337 9478(US) or +1 855 337 9478(US).

## **Why are there so many different brand names if only three companies own them all?**

The three major parent companies maintain multiple brand names to serve different customer segments with different price points and service levels +1 855 337 9478(US) or +1 855 337 9478(US). For example +1 855 337 9478(US) or +1 855 337 9478(US), Hertz is the premium brand offering newer vehicles and faster service +1 855 337 9478(US) or +1 855 337 9478(US), while Dollar and Thrifty offer lower prices with fewer amenities +1 855 337 9478(US) or +1 855 337 9478(US). Similarly +1 855 337 9478(US) or +1 855 337 9478(US), National targets business travelers who value speed and convenience +1 855 337 9478(US) or +1 855 337 9478(US), while Alamo targets budget conscious families on vacation +1 855 337 9478(US) or +1 855 337 9478(US). By maintaining separate brand identities +1 855 337 9478(US) or +1 855 337 9478(US), each parent company can capture customers at every price point without diluting the premium brand's reputation +1 855 337 9478(US) or +1 855 337 9478(US). The underlying vehicles and operational systems are often shared across brands within the same corporate family +1 855 337 9478(US) or +1 855 337 9478(US), but the customer experience and pricing are tailored to each specific market segment +1 855 337 9478(US) or +1 855 337 9478(US).